WSCR
Campus News, 9 pm
Dec. 8, 1949

How many of you read about the man who wrote to an advertising firm claiming he liked shorty, fatty buttery words, long melancholy sounding words and several other descriptive eye-catching phrases? The company to which he wrote had no idea that they wanted another man until he wrote this amusing, original query for a job. Many of you blithely remark you would like to pounce at the nearest "available Jones" to marry him and, you think, avoid all the worry of a career, I won't go in to the statistics of marriage failures, but will suggest that there are several jobs which you will enjoy because they have enough variety to keep you on your toes. Those of you who are majoring in English or aft or who have a vivid imagination have a chance in the advertising field.

The American Association of Advertising Agencies gives examinations annuallu in February to attract people for advertising in various fields. College strdents must be seniors to be eligible. The test consists of two parts which are given on two different days. The first part is made up up of an a titude and psychological test and a test on the economics of advertising. The second is made up of optional tests covering practical knowledge of seven types of agency work. The candidates who do not have specifid training will not be required to take any practical tests. The exam is held by the AAAA Councils in fourteen cities throughout the

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country to see who possesses ability in advertising and in which fields of the industry. The examination fee will be fifteend dollars to cover part of the cost of preparing and processing the tests. If you wish more information before we get the specific dates for the examination, you may get it from the AAAA Examination Committee, room 413, Statler office building, Boston, Mass.

The advertising industry employs people of many kinds of temperament. This field includes writers, artists, merchandisers, and radio time buying wxperts. ~~Research workers, artists, merchandisers, and radio time buying~~ Research workers, administrators, people who know radio and television production are also welcome. In radio and television production the personnel put on shows which go on the air.

What qualities do most of the well-known advertising people have in common? There seems to be three common traits despite thewide differences in the work they do. First of all, they are exceptionally constructive, adaptable and curious, In advertising one must be able to think of original ideas. To be successful, one must be capable of imagining the workings of it before it is actually begun to see the potentialities of the plan. The person must be able to get along with varied types of people whom he meets, because cooperation of many on one project, coordination od his work with the over-all business of his company, and quickness to welcome the diverse people he will meet during the process of the day must come naturally. Many mornings will be spent discussing plans with your coworkers,

afternoons on writing or painting, and afterwards you may be called on to take a prospective customer out to a play. Thus, it is essential for you to enjoy working with many people. To be able to hold attention, you should have a broad background in such fields as history, literature, and psychology at your call, in order to be able to sell people on an idea. One must also be quick to learn the workings of industrys for which he will be used, while keeping pace with new advertising ideas.

Only about 12,500 advertising specialists art at work in the United States' 2,000 advertising firms. There are, of course, thousands more who are employed in firms which produce part of their own advertising and in the big department stores which usually keep specialized copy staffs. Copy writing furnishes work for 3,000 people in the agency business and many thousands as part of regular business firms. Often the copy writer must produce the whole idea for an ad. Thus, the advertising field has nees for about 1,6000 new people a year.

The salaries for beginners are usually low but lead to rapid advancement. To find opportunities, read want ads, solicit advertising agencies, go to employment agencies, and take the AAAA exams. In seeking advertising positions, give the employer good reasons for thinking you are what he needs: tell him your woking experience, extra curricular activities, what you have taken in college or outside which will qualify you. Give examples of writing of posters

you may have done. It's up to you to show him that you have a good imagination, judgment, and sales ability.

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The University of Chicago has announced scholarships for college seniors interested in doing graduate work to prepare themselves for college teaching. The award is $555, the cost of the tuition, and may be used for any three quarters of the academic year 1951-52. Smith College has been asked to recommend one candidate. Seniors interested in this award should make appointments to see Miss Alice Norma Davis in the Vocational Office.

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